

TO:	State Farmers Market Plant Growers
FROM:	Ronnie Best – Market Manager
SUBJECT:	2011 Plant Season

Welcome to the State Farmers Market. Use of the Farmers Area is for growers only. To permit fair and equal opportunity for all sellers and to ensure quality products for buyers, the following rules have been developed. They will be revised and updated as needed, and may be modified according to the season and products being sold. We want to work with you and welcome your ideas and suggestions at anytime. To achieve maximum benefits and provide the best Market, Everyone - growers, sellers, customers, and management must share and work together. Thank you for choosing the State Farmers Market to sell your products. The Market Manager may deny the privilege of operating on the Market to any person who violates these guidelines and rules, or who otherwise takes actions which are determined by the Market Manager to be detrimental to the Market. The Market Manager specifically reserves the right to request additional information or documentation before making a decision to deny or limit access to the Market, but is not required by these guidelines to do so. The privilege of selling on the Market is not an entitlement. In utilizing his or her discretion to suspend, revoke, or otherwise terminate a seller's privilege to sell on the Market, the Market Manager may consider a seller's history of cooperation with the Market Manager and the seller's good faith effort to obey the guidelines and rules of the Market. Likewise, any effort to manipulate or to violate the spirit of the guidelines and rules may be considered. The ultimate discretion for eligibility determinations belongs to the Market Manager, and determinations are final once they are rendered. Space designation for plant growers will be made **September 14, 2010**. Visits will be made to view grower's operations and plants to be sold. Depending upon the plants, more than one visit may be required. Visits will begin to growers soon. I will call in advance as much as possible, but sometimes visits will be unannounced. Twenty-eight growers received spaces in 2009. All plant growers must provide market staff with Seller's Agreement, Growers Certification, or seed, plug, soil, pots, etc. *invoices* prior to claiming space.

GUIDELINES FOR SELLING PLANTS

We are currently at capacity for plant and flower growers. We have a waiting list and will be happy to add you to the list. You must come by the administration building during business hours and fill out a vendor application and meet with market management. Growers with designated spaces must sell every day. . Each space is to have sales personnel during the main trading times of 9 a.m. - 5 p.m. No sharing of space.

- ♦ Rental commitment for designated space is 1st. week of April – May 15, 2011. Use of space (this includes moving in product or display racks) can begin prior to April, however you will still be charged for the commitment period of 1st. week of April – May 15, 2011, in addition to the extra days used. Please be sure to call ahead if you plan to come in before April. Please be sure to let us know when you plan on vacating your space. All growers are expected to be on the Market by April 1, 2011, depending upon the weather. **On or about May 15, 2011 the connector will be cleared to make room for summer produce.** Plants can only be in Farmers 2 after May 15. If there are no spaces in Farmers 2 we will try to find space on the market to sell.
- ♦ To qualify for 1 space in and 1 space out, you must bring in 3 loads and 100 pieces (flats, containers, hanging baskets, etc.). To qualify for 2 spaces in and 2 spaces out you must bring in 5 loads and 200 pieces per week. At anytime that the required amount is not brought in, management may reduce your spaces accordingly.
- ♦ You will have one day to stock spaces, after 1st day all loads will be charged. You will begin paying for all spaces committed to at the time of set-up.

Only inside space can be claimed in the Connector. Spaces remaining in Farmers 2 after the drawing can be claimed on a first come first serve basis with only one space in and one space out per grower. The growers that claimed spaces after the drawing in 2010 will have priority in claiming 1 space inside after the drawing.

Each grower must display name and address. "CLOSED" signs must be up whenever growers leave. Gate personnel have specific instructions to be in the area of plants during hours the Market is open and plant growers are closed.

Arrangement and placement of growers made on September 14, 2010 does not entitle growers to the space for the entire year. Management has the right to relocate a grower due to certain circumstances that may arise throughout the year. After May 15th, plant growers may only get 1 space in and 1 space out depending on produce space availability and may have to relocate. **Spaces 51, 53, 55, 57, 59 & 61 may need to be used for summer produce by June 1st. Keep this in mind when drawing for these spaces.**

No designated sellers will be accepted for plant growers. Storms and high winds are a problem. Please cover, tie down or make your displays as secure as possible. If a grower sells out of product, please notify the gatehouse. Spaces cannot be transferred to another grower by the grower in the space. The gatehouse personnel will make the placement, according to the arrival time of the grower wanting to claim that space.

SUNDAY: Sunday is no longer an optional day. If you are occupying a space it must be paid for. Growers who do not open, rope or fence off your display with plastic fencing and place "CLOSED" signs around your display.

CUSTOMERS: Do not call out to customers. Wait until customers are in front of your space. Do not go from your space to approach customers.

PARKING: We need to allow as much parking for our customers as possible; therefore, all vehicles should be parked in the new lot. No parking on the grass area between the Craft Building and the Farmers Building. No parking inside the building.

LIABILITY: Accidents may occur. Check with your insurance agent and consider coverage. The Market is not responsible for problems in your rented space. Clean, neat displays will lessen the problems. Grower is responsible for their displays, racks and/or shade structures. Shade covers beside the building may be used but the grower assumes all liability. Ask before you install.

UNLOADING: Grower is to unload and not sell at the time their supply vehicle arrives. Unload and remove vehicles in a timely manner—not four hours for one load.

OUTSIDE SPACE USE: Any space you use other than your 4 spaces must be approved by market management. If it is approved it must be paid for based on the size of the space used

SIZE OF SPACE: White lines will mark inside space and white lines will mark the outside space. **DO NOT CROSS THESE POINTS.** No product is to be placed beyond the white lines.

HEIGHT: Growers are asked to have tall displays in a manner that does not conflict with adjacent growers. No displays can be higher than four feet, unless four feet back from the front white line.

LATE FEE: Any rent not paid by 6 p.m. will be charged an additional \$2 per space per day.

RENT: Must be paid by the day or week, and all loads must enter by the gate to report product and pay fees.

SPRAYING: At times, circumstances require growers to fertilize plants or use a sprayer. At no time should any spraying for any reason be done with insecticides or herbicides. The Farmers Area has exposed fruits and vegetables. To water is necessary but a sprayer should not be used.

WHOLESALE PRODUCT: Please provide the office a list (type and number to sell) if you have product to wholesale. We will try and place you with a buyer calling for product.

Notify the office immediately of plants that have been stolen.

IMPORTANT: Particularly for the weekends, growers need to arrive before 8 a.m. on Saturday and with favorable weather, stay later on Friday night.

Complaints: Person making complaint must provide written complaint with full details and give to Market Manager.

It is difficult to draft guidelines that cover all situations for a plant season. We want to help as many people as possible and wish to provide the best possible facility and service to growers and customers. As the season progresses, further adjustments may be made to the operational guidelines. Please share your thoughts and suggestions. Stop by or call (919) 733-7417 at any time. Thank you.

If Market staff finds that any of these rules are not being followed, the penalties will be:

1st Offense: Written Warning

2nd Offense: Banned from all use of the Market for 30 days

3rd Offense: Banned from all use of the Market until January 1st of the following year